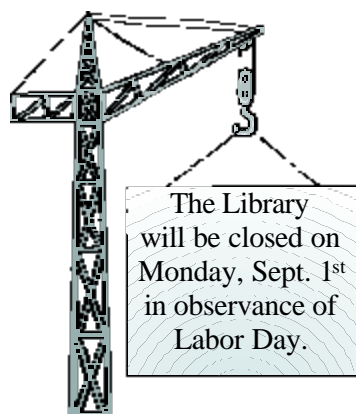




Legally Speaking

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Welcome to Our Newest Members!

Brenda Coey
D. Patrick DeBoer
Edward Kennedy
Kevin L. McCue
Carl A. Morgan
Kelly S. Murray
Steven Sterner

Have you applied for membership?

Complete a membership application at the law library, or call us. We'll FAX or email you one.

Intro to Weblogs for Law Firm Marketing

What is a weblog and how can it help my firm?

A weblog, or blog is: "... a journal that is available on the web... Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently." ¹

The top four blogging software tools are Blogger (free), their upgrade, Blog*Spot Plus (\$24.95), Radio UserLand (\$40), Greymatter, (free, although donations are accepted) and Movable Type. (free for personal use only - \$150 commercial License Fee).

In the most successful blogs, the personality of the authors are evident through the information they select and comments posted. Most often they are discussing a topic about which they are particularly passionate and knowledgeable. Good blogs are kept current, are rich in depth and contain links to related sources. Because blogs can chronicle information from many people, they provide an easy forum for both internal and external use by a firm to share information and encourage and foster markets of conversation. ²

Denise Howell, who authors the blog "Bag and Baggage"

<<http://bgbg.blogspot.com>>, considers the blawg to be the "killer app" when it comes to members of the legal profession interacting with each other and the public. She says,

The biggest hurdles attorneys face in letting the world know who they are and what they're good at are (1) the print marketing materials available to them are dry, expensive and slow to obtain, (2) sending out unsolicited marketing materials of *any* kind is ineffective and annoying, and (3) people—including other lawyers—are predisposed to distrust and look for the ulterior motive behind most anything a lawyer says." Howell found that her own blog "cut through all that." It is a "fast, easy and cheap" mechanism for publishing valuable information that interests not just her, but potential clients and fellow lawyers as well. ³

Two articles of interest on the topic are:

- "A Blog in Every Law Firm?" <http://www.abanet.org/lpm/magazine/articles/mag2002_v28n5_p8.shtml> and
- "Personal Knowledge Publishing and Its Uses" <<http://www.knowledgeboard.com/cgi-bin/item.cgi?ap=1&id=96934>>

Also check out Ernie the Attorney's "Law Blog Outline" at: <<http://radio.weblogs.com/0104634/>>.

Be sure to visit our own SCLLA Blawg at <<http://temp.starklawlibrary.org/blog/>>!



“Polishing Your Presentations: 10 Rules”



To be a lawyer is to speak - to your clients, juries, colleagues, and the world.

Why is it that some speakers have the ability to hold an audience in the palm of their hand, while for others public speaking is a painful experience - for them and for their listeners? What makes one person a gifted speaker and the other a dreaded bore? ⁴

Rob Sherman suggests the following 10 rules:

1. Recognize that Speaking Is an Acquired Skill

“Just like any other learned skill, becoming an effective presenter takes practice. Effective speakers learn how to present in the same way they learn the skills needed to practice law - they study and practice to perfect their craft.”

2. Adequately Prepare for Each Presentation

“A good way to do this is to write a clear, short purpose statement that details your objective... As you organize your presentation, look at every point and subpoint. If it doesn't support your goal, delete it or revise it.”

3. Start with a Bang

“In any presentation, the first 30 seconds are the make-it or break-it time. Unfortunately, many lawyers begin with a polite, ‘Thank you very much for your time.’ Make sure you open with a powerful statement that demands the audience's full attention.”

4. Use Your Own Stories

“A personal story helps you connect with an

audience and illustrates facts better than any other presentation tool.”

5. Use Your Natural Speaking Style

“You cannot connect with an audience without authenticity. Adapt your own style to the platform or you will lose the audience.”

6. Practice and Practice Again

“Rehearse in front of a mirror and gauge your performance. Practice in front of colleagues and ask for honest feedback.”

7. Use Silence Instead of Filler

“Strive to replace the filler words with silence. Your audience will appreciate the time to think about what you have to say.”

8. Use an Outline, Not a Script

“When you know your material, a keyword outline is all you need. It only takes a second to glance down, look at the word, and then deliver the material from your heart.”

9. Speak with Passion

“Always speak on a subject that excites you. Otherwise, it will be difficult to inspire your audience. An added benefit is that your fears dissipate when you are truly excited about your topic.”

10. End as Memorably as You Begin

“Most lawyers end presentations with words like ‘in conclusion’ or ‘finally.’ These words trigger the off switch in your listeners' minds. Instead, tell your audience a story that relates to your main theme, summarize the points made during the presentation or conclude with a call to action. Make it memorable, just like the beginning.” ⁵

Footnotes

¹ Glossary of Internet Terms. © 1994-2003. Matisse Enzer. 1 July 2003. <<http://www.matisse.net/files/glossary.html#B>>

² Campbell, Amy. “Intro to Weblogs for Law Firm Marketing: This Important New Web Publishing Tool Can Help Legal Services Marketers Reach Niche Audiences.” Infoworks! Copyright 2003. Amy Campbell. 1 July 2003. <<http://www.infoworks1.com/blog.html>> (From Inter-Alia, Monday, June 16)

³ Klau, Rick. “Nothing.But.Net With Rick Klau: A Blog in Every Law Firm?” ABANetwork. May/June 2002. American Bar Association. 2 July 2003. <http://www.abanet.org/lpm/magazine/articles/mag2002_v28n5_p8.shtml>

^{4&5} Sherman, Rob. “Polishing Your Presentations: 10 Rules.” ABA Law Practice Management Section. May/June 2003. ABA Network. 26 June 2003. <<http://www.abanet.org/lpm/magazine/articles/v29is4an5.shtml>>



Collection Cancellations

The law library is experiencing a significant decrease in revenue, and the library's board has approved the cancellation of the following print titles because of budgetary concerns. If you have any concerns about the cancellation of any of the titles below, please contact Kendel Croston at (330) 451-7380. Many of the resources, such as the state codes and court rules, continue to be available online at the law library.

Alabama Code and Court Rules
Alaska Statutes and Court Rules
Anderson on the Uniform Commercial Code
Arkansas Statutes and Court Rules
Citorator 2nd Series
Colorado Statutes and Court Rules
Contract Enforcement
Corporate Practice Commentator
Defense Against a Prima Facie Case
Guide to Computer Law
Guide to Real Estate Taxation
Hawaii Statutes and Court Rules
Illinois Court Rules and Procedure: Circuit Courts
Low Income Housing and Tax Credit Handbook

Mississippi Code and Court Rules
Montana Statutes and Court Rules
New Hampshire Statutes and Court Rules
New Mexico Statutes and Court Rules
North Dakota Century Code and Court Rules
North Dakota Century Code Legislative Update
Plaintiff's Proof of a Prima Facie Case
Rhode Island Code and Court Rules
Section 504 Compliance Handbook
South Dakota Statutes and Court Rules
Uniform Commercial Code Reporting Service
Vermont Statutes and Court Rules
Wisconsin Statutes and Court Rules

Periodicals Of Interest . . .

All of the following cited publications are available in print at the law library.

DEATH PENALTY

"Ohio's Death Penalty: History and Current Developments." 31 Capital University Law Review 659.

ESTATE PLANNING

"The Family Office: A Guide for All Attorneys." Cleveland Bar Journal, June 2003, at 12.

"The Importance of Portfolio Rebalancing in Volatile Markets." Journal of Retirement Planning, July/August 2003, at 35.

LABOR LAW

"Corporations Without Labor: The Politics of Progressive Corporate Law." 151 University of Pennsylvania Law Review 1861.

"Look Before You RIF: Managing the Risk of ADEA Collective Actions." 54 Labor Law Journal 101.

THE LAW

"Is Intent Required? Zero Tolerance, Scierter, and the Substantive Due Process Rights of Students." 53 Case Western Reserve Law Review 977.

"The Metamorphoses of Reasonable Doubt: How Changes in the Burden of Proof Have Weakened the Presumption of Innocence." 78 Notre Dame Law Review 1165.

"When Code Isn't Law." 89 Virginia Law Review 679.

LAW PRACTICE

"Defending the Church." Litigation, Spring 2003, at 19.

"Electronic Spoliation." The Computer & Internet Lawyer, July 2003, at 16.

"Engagement Letters Clarify a Lawyer's Representation." 30 Estate Planning 315.

"Not Using New Technology: Ethical and Liability Risks?" GPSOLO, June 2003, at 20.

"Ritualistic Boilerplate: Simplicity Beats Legalisms in Communicating With the Jury." ABA Journal, July 2003, at 30.

"Trial Pointers for the New Lawyer." The Young Lawyer, June 2003, at 3.

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3. In the host address line, enter: sirsi.starklawlibrary.org
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5. At the login prompt type "public" and at the password prompt type "public"
6. The program will then load, and this may take 1 - 2 minutes
7. Choose 1) Library Catalog
8. Follow the on-screen instructions to search for books by author, title or subject
9. To exit, choose "end" and "yes" to end the workstation session

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